

# **GAMES AND BROADCASTERS: DESTINATION TABLET?**

**JON HOWARD  
EXECUTIVE PRODUCT MANAGER  
BBC CHILDREN'S FUTURE MEDIA  
@SWINGPANTS**



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BBC

BBC

C

INFORM, EDUCATE AND ENTERTAIN



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'LEARNING THROUGH PLAY'



'LAUGH YOURSELF SMART'



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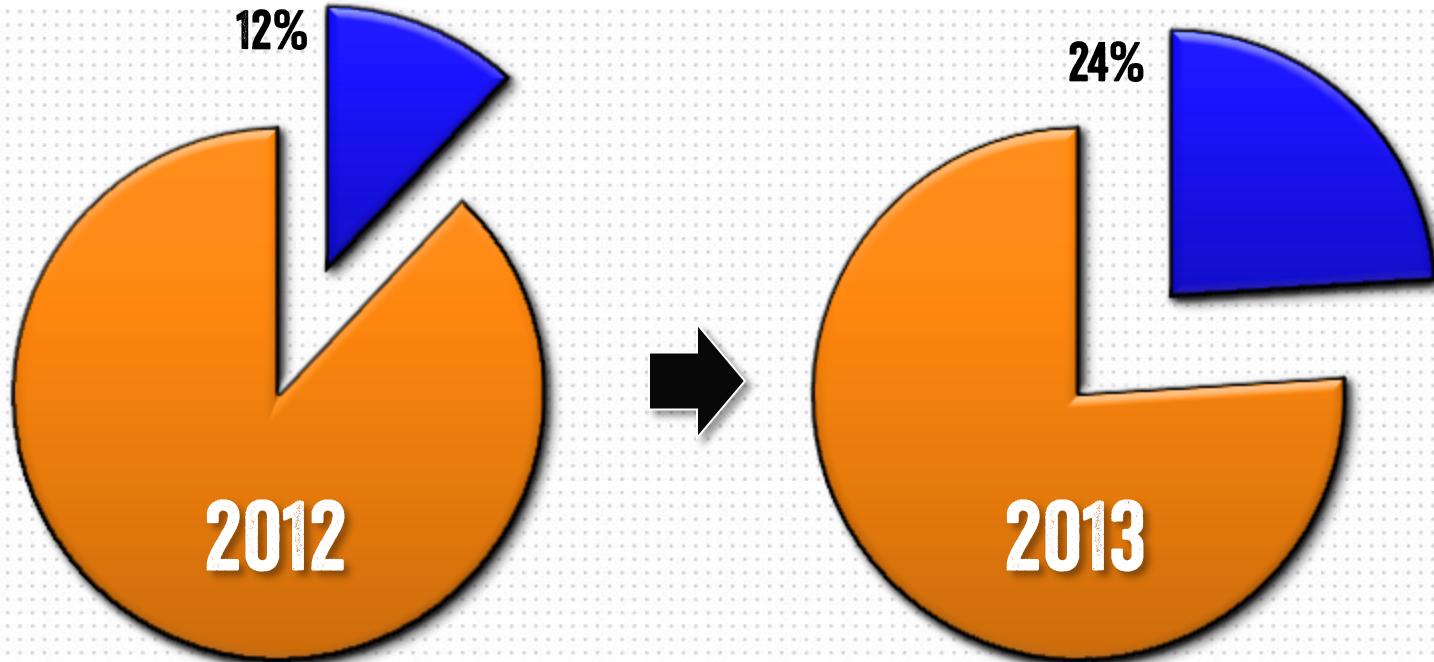
# SO, DESTINATION TABLET...



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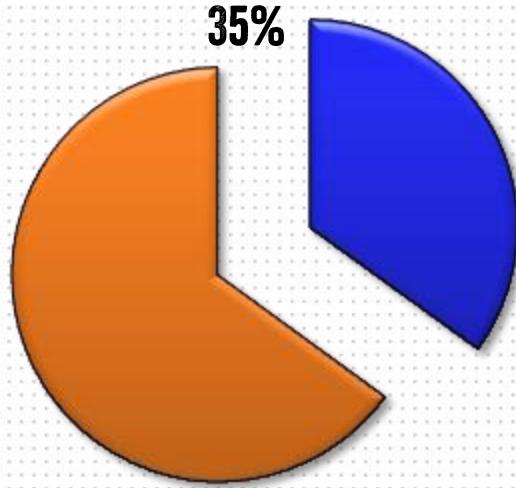
## UK TABLET OWNERSHIP

DATA: OFCOM REPORT 2013

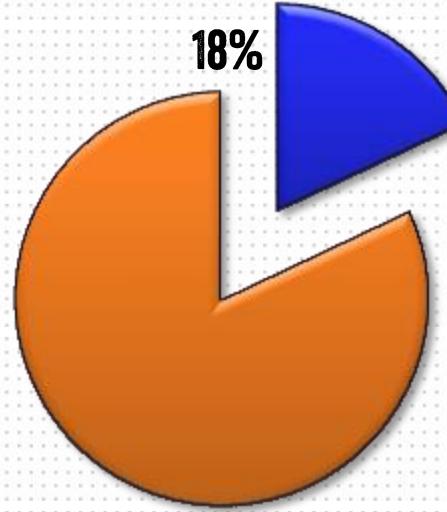


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HOUSEHOLDS WITH CHILDREN



HOUSEHOLDS WITHOUT

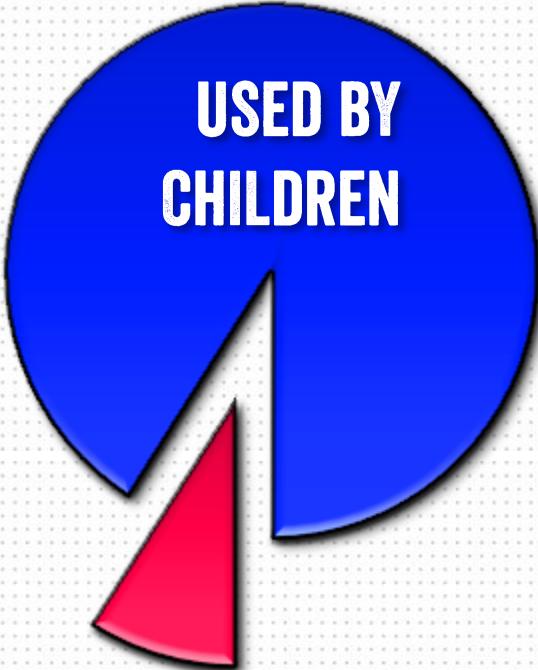
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USED BY  
CHILDREN

91%

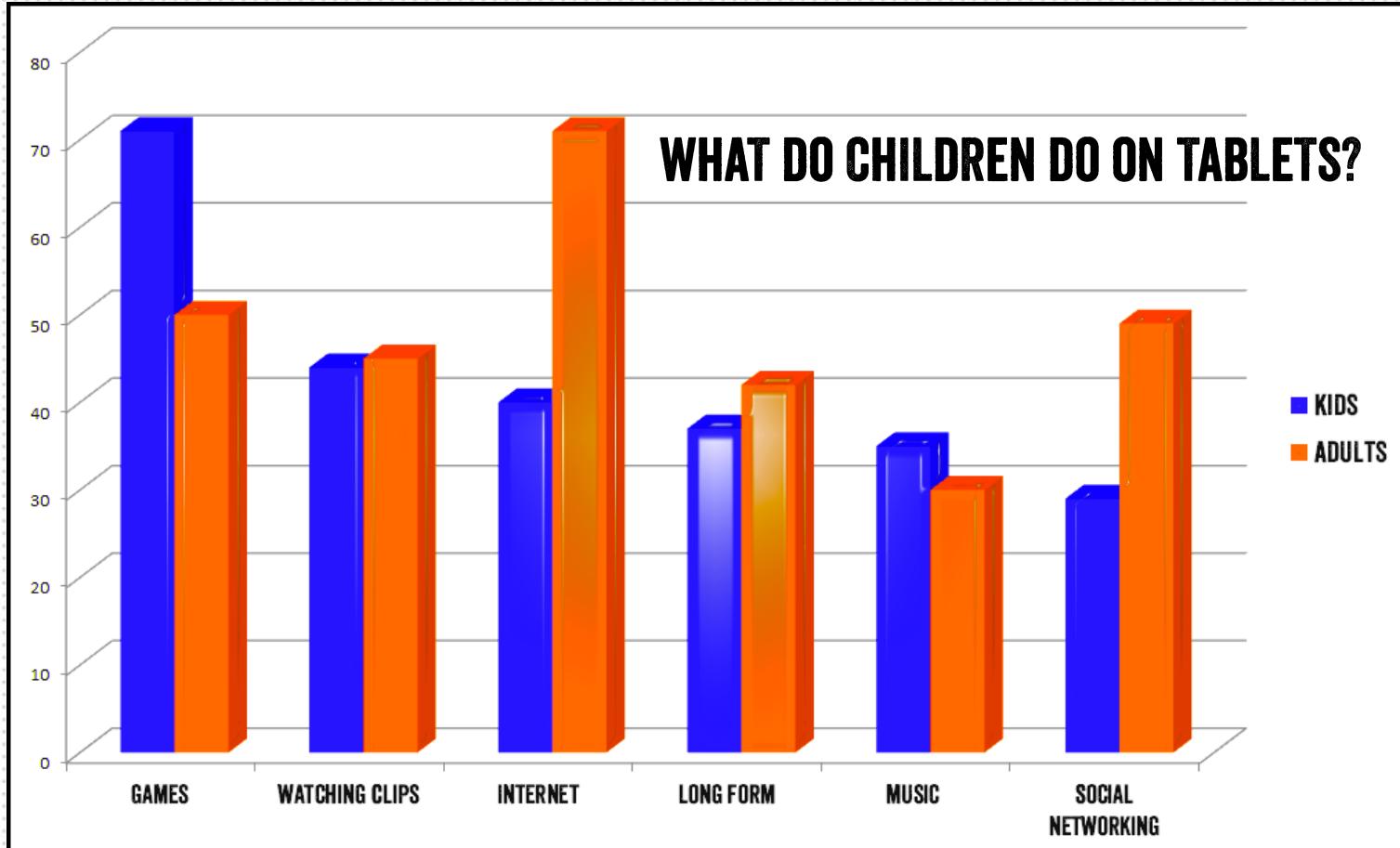
PARENTS WITH TABLETS

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DATA: OFCOM  
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The image shows the official website for CBBC (BBC Children's) on the left and a photograph of two hosts from the show 'Arthur' standing on a set on the right.

**CBBC Website Screenshot:**

- Top Navigation:** Shows, Games, Watch, Music, Things to Do, News.
- Main Content Area:**
  - Super Celebration Party Pack:** Features a collage of hosts and characters, including a large photo of Arthur and his dog, and a banner for the 'Super cbbc 10th Celebration'.
  - hot!**: A red sidebar with a video player showing a football match and links to 'Celebrity Football Challenge!' and 'Slipatapult Game!'.
  - Programme Promotions:** A grid of thumbnail images for various shows like '12 Days of Christmas', 'Arthur', 'Ministry of Curious Stuff', 'Animals at Work', and 'Arthur'.
  - Navigation:** A green ribbon-shaped navigation bar with letters A through Z.
  - Newsround:** A purple box with the latest news update: "Updated: Friday June 08 2012 07:00". It includes a thumbnail of a protest in Syria and a link to "Euro 2012 ready to kick-off".
  - Have Your Say:** A green box featuring a video thumbnail of a woman and the text "Ministry of Curious Stuff".
  - User Options:** Includes "Sign in" or "register" buttons.
  - Upcoming Shows:** A white box showing "On Now: 4 o'clock Club 10:30am - 11:00am" and "On NEXT: Shrek".
- Hosts on Set:** Two male hosts in dark suits are standing on a stage with a large green wavy set piece. One host is clapping, and a small dog is visible near the bottom right of the set.



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BBC.CO.UK/CBBC

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**cbbc**

shows



games



watch



music



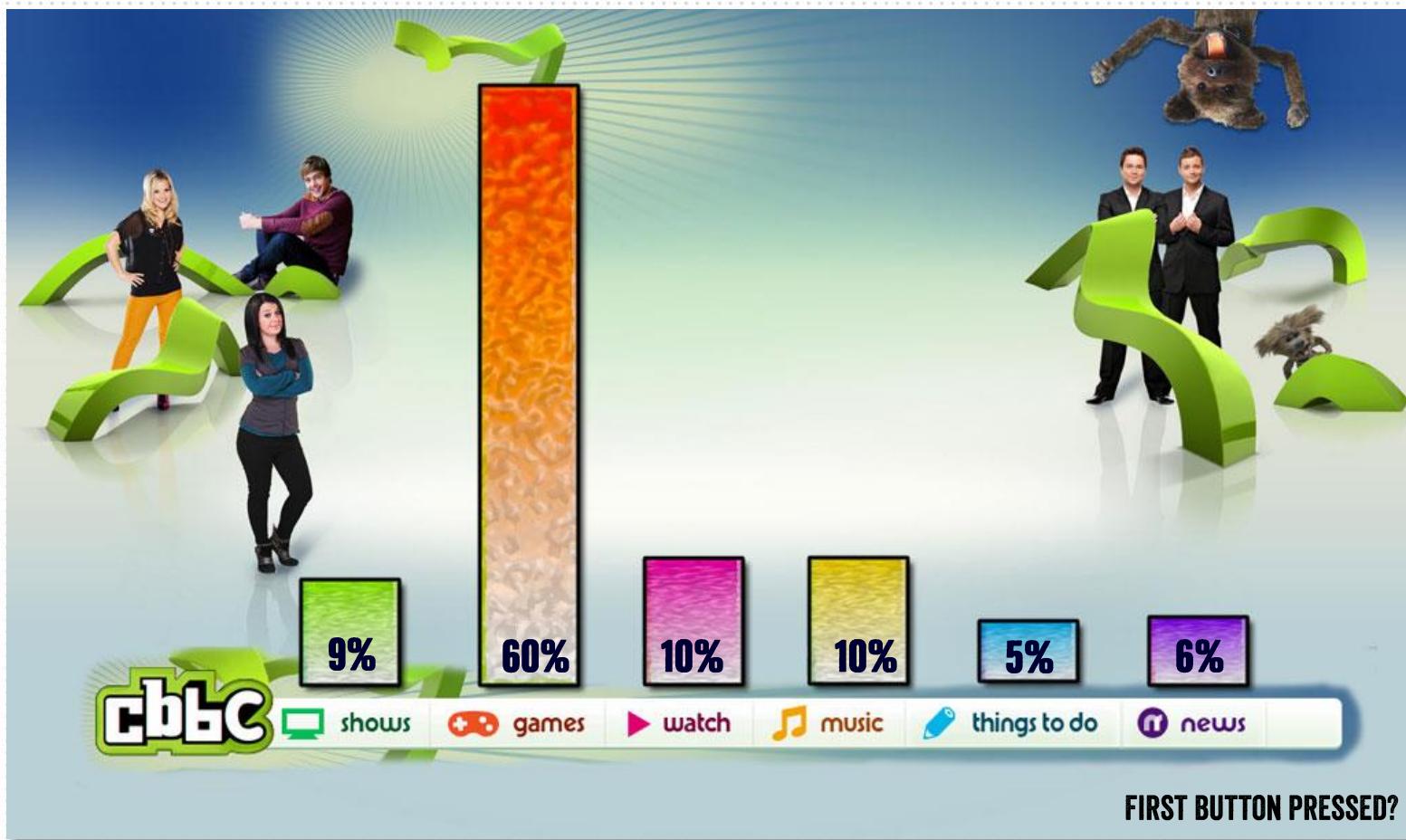
things to do



news

FIRST BUTTON PRESSED?

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## WATCHING TV? SECOND SCREEN ACTIVITIES



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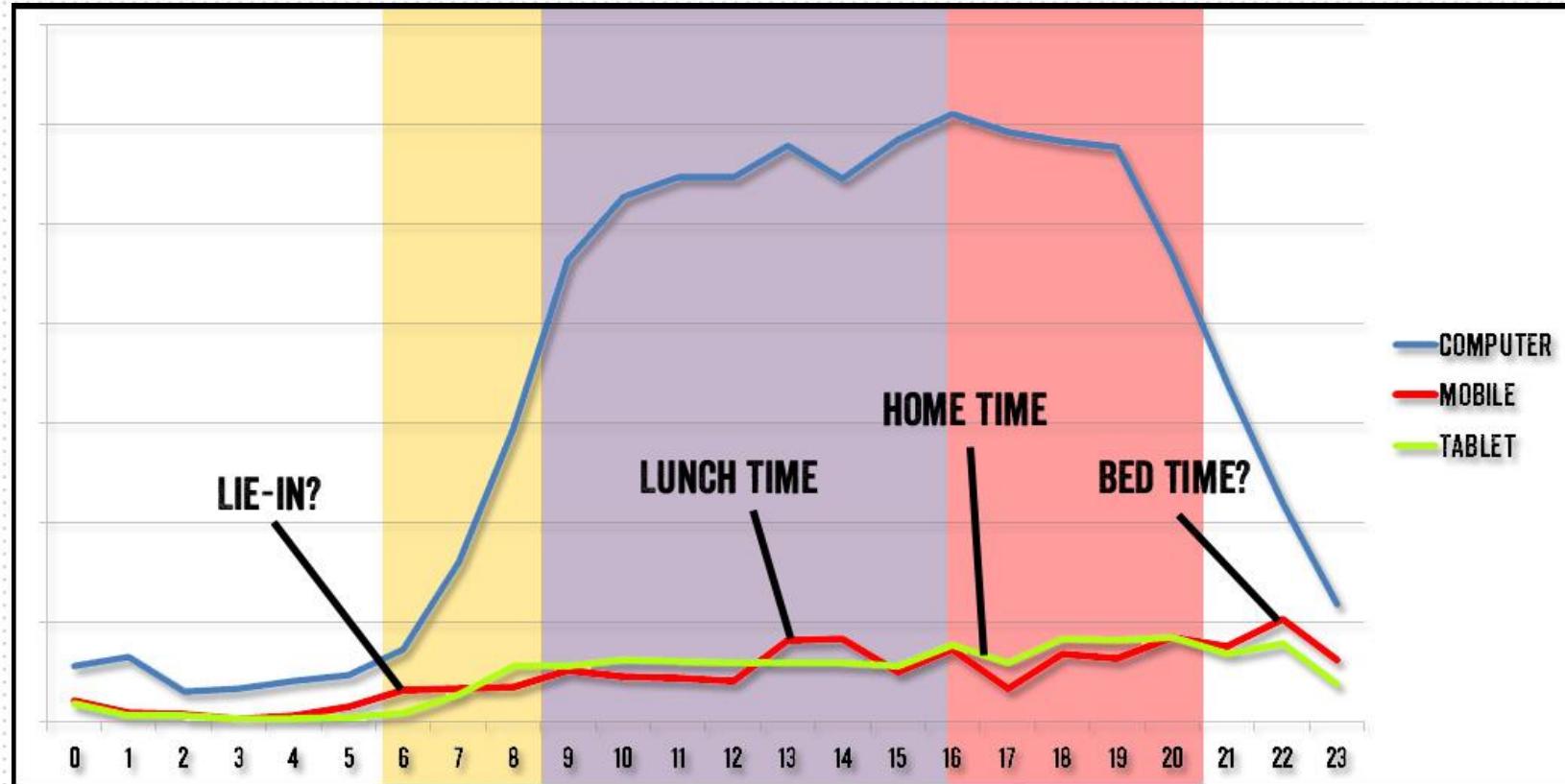
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# WHERE DO KIDS USE DEVICES?



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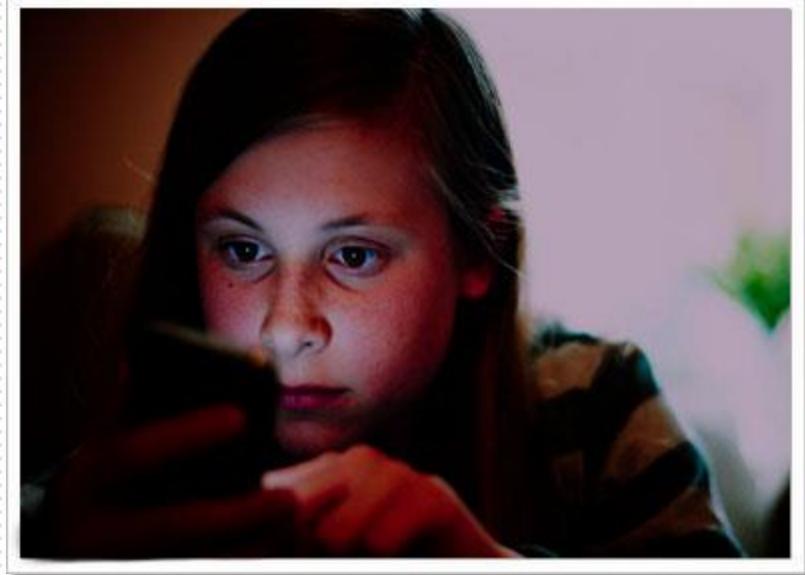
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# SMARTPHONES. THE NEW TORCH UNDER THE DUVET



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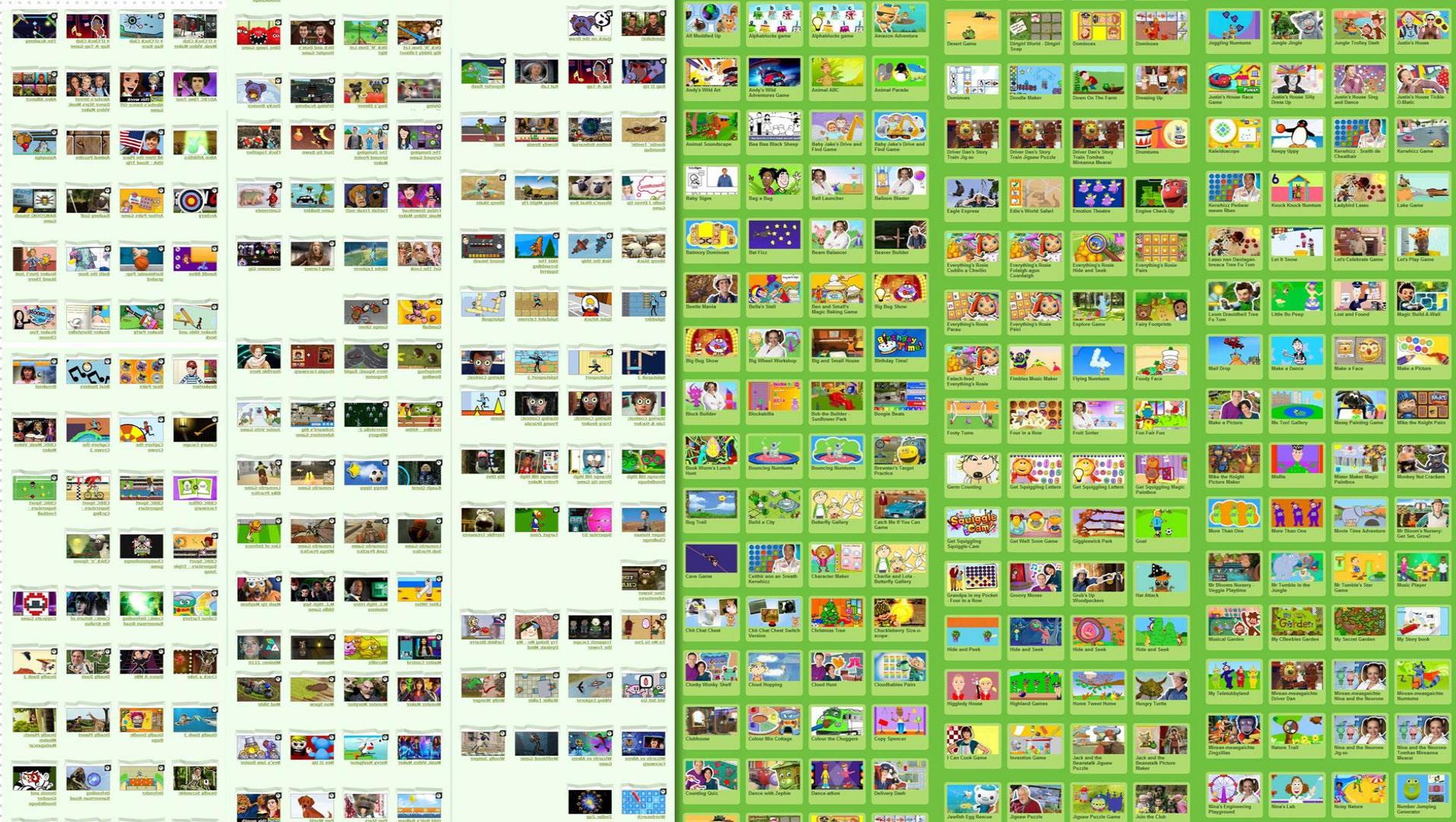
**THE BBC IS ONE OF THE MOST  
PROLIFIC GAME PUBLISHERS IN UK**



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# THE '10 MINUTE RULE'

NO GAME IN BBC CHILDREN'S PORTFOLIO HAS AN  
AVERAGE PLAY TIME OF MORE THAN 10 MINUTES.



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**“TIME TO GET IN THE CAR”**



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JULY 2012

FLASH  
GAMES

HTML5  
GAMES

WEB GAMES IN BUILD PHASE



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JULY 2013

FLASH  
GAMES

HTML5  
GAMES

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BBC Sign in Newsround CBBC iPlayer CBBC on TV Radio More... Search

cbbc home shows games watch music things to do news my cbbc

12 shows 13 shows 14 shows 15 shows 16 shows 17 shows 18 shows 19 shows 20 shows 21 shows 22 shows 23 shows 24 shows 25 shows 26 shows 27 shows 28 shows 29 shows 30 shows 31 shows 32 shows 33 shows 34 shows 35 shows 36 shows 37 shows 38 shows 39 shows 40 shows 41 shows 42 shows 43 shows 44 shows 45 shows 46 shows 47 shows 48 shows 49 shows 50 shows 51 shows 52 shows 53 shows 54 shows 55 shows 56 shows 57 shows 58 shows 59 shows 60 shows 61 shows 62 shows 63 shows 64 shows 65 shows 66 shows 67 shows 68 shows 69 shows 70 shows 71 shows 72 shows 73 shows 74 shows 75 shows 76 shows 77 shows 78 shows 79 shows 80 shows 81 shows 82 shows 83 shows 84 shows 85 shows 86 shows 87 shows 88 shows 89 shows 90 shows 91 shows 92 shows 93 shows 94 shows 95 shows 96 shows 97 shows 98 shows 99 shows 100 shows

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

games The home of CBBC games. Play kids' games for free, for as long as you like. Don't sit there, get playing!

\* WIN PRIZES! play on mobile

new! Help Scooby and co escape monsters in Funfair Freak-out

Choose by show Choose by type

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

All Games < Previous 1 2 3 4 5 Next >

chat about stars, shows & games

newsround

- Huge waves clear sand in China river
- Spiderbot crawls into action
- Are there enough places to play tennis?



02-UK 3G 11:23 BBC Menu

cbbc

Play Aleisha's Dance Off

Play The New Wolfblood Game

Funfair Freak-out! The Scooby Doo Show

play

Help Scooby and the gang on their journey through the freaky funfair!

How to play

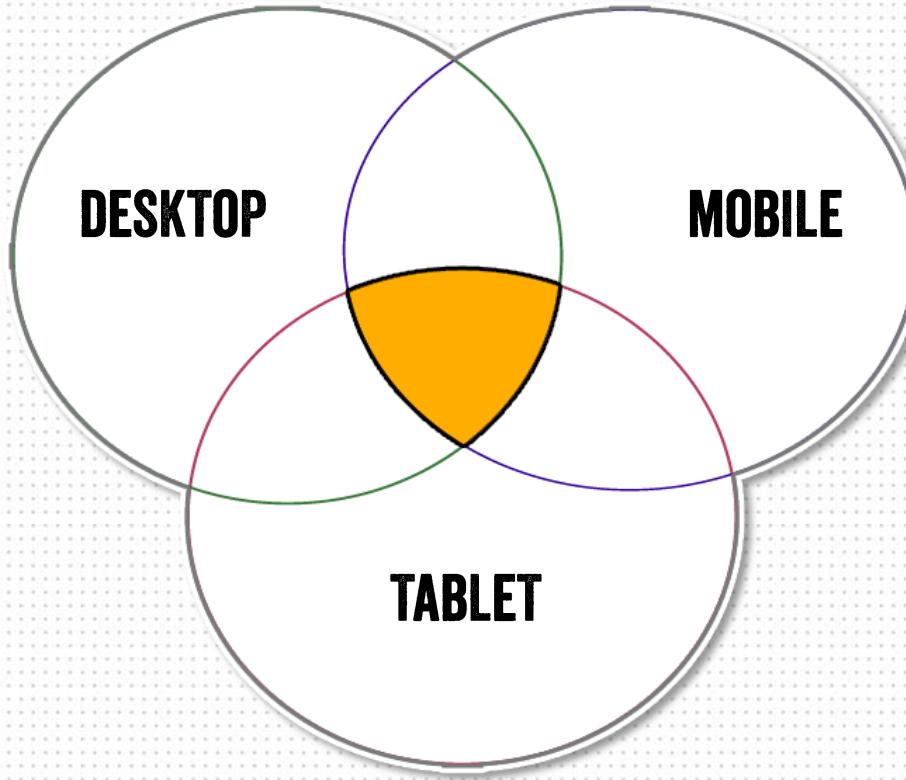
Press and hold to stand still.

## MOVING ONTO THE MOBILE WEB



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**GREAT GAMES AND MULTI-PLATFORM**



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# KEYBOARD / MOUSE / TOUCH PAD / TOUCH SCREEN / JOY PAD



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## SCOOBY DOO FUNFAIR FREAK OUT!



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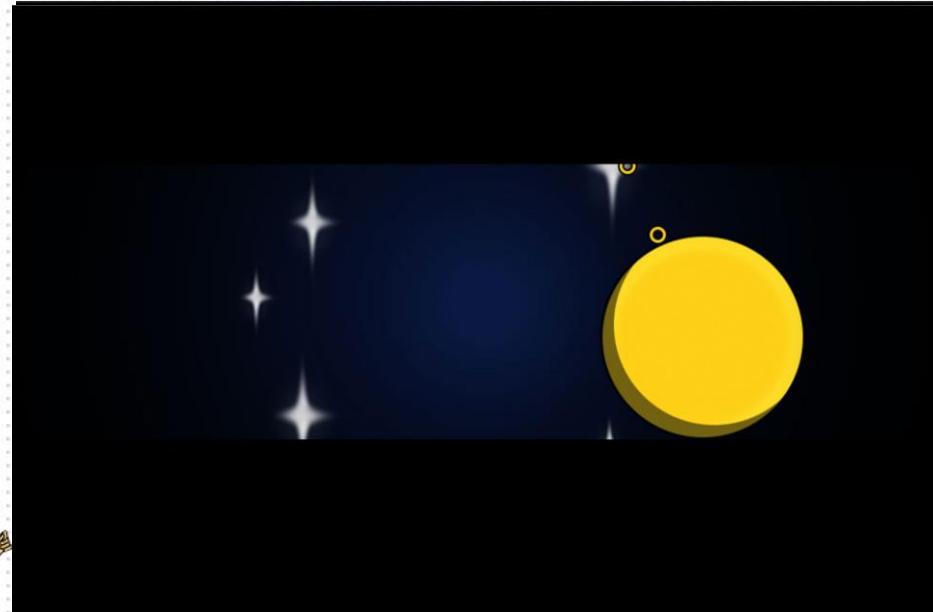
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**CONTROL METHOD**

**MULTI-PLATFORM**

**APPROACH**

**TRUE TO BRAND**

**REPLAYABILITY**



**SCOOBY DOO FUNFAIR FREAK OUT!**



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# HOW WELL HAVE WE DONE?

SCOOBY DOO IS THE MOST SUCCESSFUL  
GAME LAUNCH EVER ON CBBC.

HTML5 GAME!!!



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**TARGET:  
5-6YO**  
**BENEFITS:  
FINE MOTOR SKILLS**



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**TARGET:  
3-6YO  
BENEFITS:  
TEAM WORK  
DISCOVERY**



**CADET  
TRAINING**



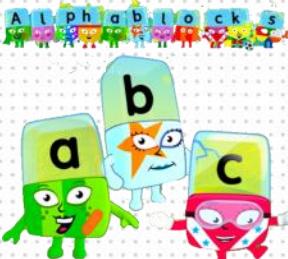
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**TARGET:**  
**4-6YO**  
**BENEFITS:**  
**READING**  
**WRITING**  
**COMMUNICATION**



**WORD MAGIC**



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**PLAYTIME**



PAINT POP



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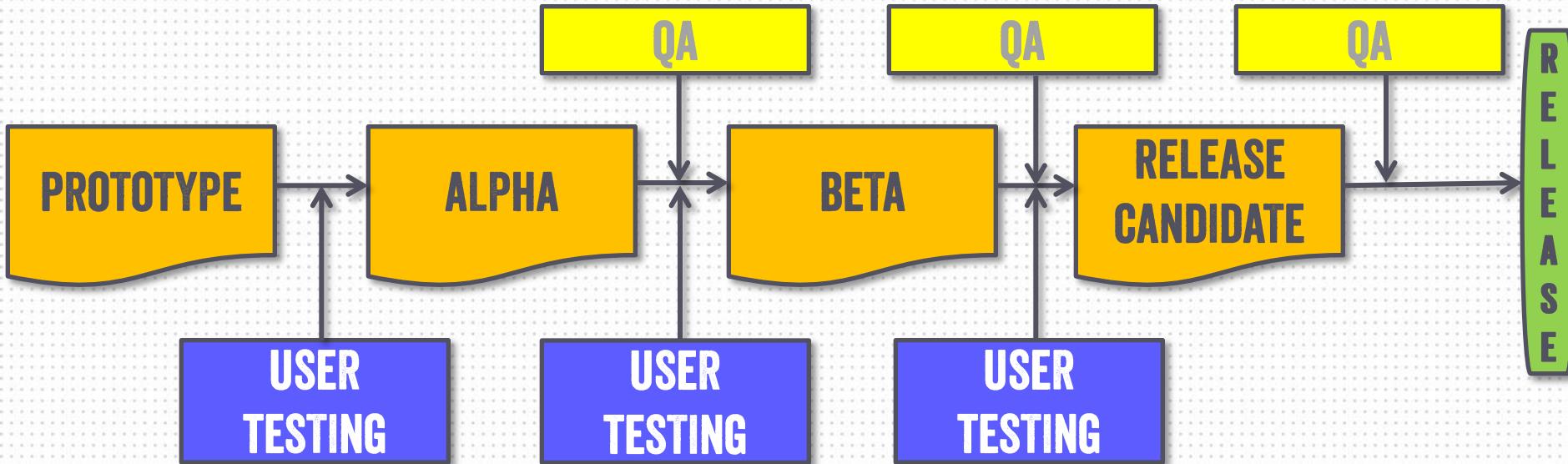
TARGET:  
ALL AGES  
BENEFITS:  
CREATIVITY  
INCLUSIVITY



PLAYTIME

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# DEVELOPMENT PLAN



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# APPROACH

AGILE  
USER FOCUSED – REGULAR TESTING



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# HOW WELL HAVE WE DONE?



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# 2013

All Categories

## Top Charts

Q cbeebies

## Paid

	Minecraft - Pocket Edition Games ★★★★★ (528)	£4.99
	Worms™ 3 Games ★★★★★ (6)	
	Smart Alarm Clock for iPad: Health & Fitness ★★★★★ (271)	£1.99
	Pixigun 3D - Block World... Games ★★★★★ (83)	£0.69
	Peppa Pig's Holiday Games ★★★★★ (51)	£2.99
	Pages Productivity ★★★★★ (363)	£6.99

## Free

	Plants vs. Zombies™ 2 Games ★★★★★ (2,415)	FREE
	Doodle Fit 2: Around the... Games ★★★★★ (30)	FREE
	BBC CBeebies Playtime Games ★★★★★ (36)	OPEN
	Despicable Me: Minion Rush Games ★★★★★ (23,450)	FREE
	Amateur Surgeon 3 Games ★★★★★ (637)	FREE
	4 Pics 1 Song Games ★★★★★ (773)	FREE

## Top Grossing

	Clash of Clans Games ★★★★★ (5,220)	FREE
	Candy Crush Saga Games ★★★★★ (5,668)	
	The Simpsons™: Tapped Out Games ★★★★★ (2,324)	
	The Guardian and Observer... News ★★★★★ (115)	FREE
	Hay Day Games ★★★★★ (3,641)	FREE
	Minecraft - Pocket Edition Games ★★★★★ (528)	£4.99

Top Charts

Purchased

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# OPPORTUNITIES

HTML5 MOBILE WEB GAMES  
MULTI-PLAYER GAMES  
GAMES APPS



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# IN CONCLUSION...

FAMILIES MOVING ONTO TABLETS

KIDS MOVING ONTO SMARTPHONES (WHEN TABLETS NOT AVAILABLE)

TV, THE SHARED SCREEN – FAST BECOMING 2<sup>ND</sup> SCREEN



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# DANKE

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